

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

Reserve
A 280.3939
m 34c

JANUARY 1963

U. S. DEPT. OF AGRICULTURE
NATIONAL AGRICULTURAL LIBRARY

MAY 24 1963

CURRENT SERIAL RECORDS

CONSUMER PURCHASES OF

CITRUS

• **Fruit**

• **Juices**

• **Drinks**

AND OTHER PRODUCTS

CPFJ-138

U. S. DEPARTMENT OF AGRICULTURE
Economic Research Service in Cooperation
with the Florida Citrus Commission

PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, chilled orange juice, canned single-strength juices, canned grapefruit sections, canned fruit drinks and fresh oranges and grapefruit. Beginning with January 1961, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 10,000 household consumers. This is an expansion of the sample of about 6,000 households that was used from 1954 through 1960.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of American consumer panel to a national total basis results in some overestimate of purchases of frozen orange concentrate and canned grapefruit juice, and some understatement of canned orange juice. Nevertheless, the data are considered reliable indicators of trends and of relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

CONTENTS

	<u>Page</u>
Highlights.....	3
Frozen concentrated and chilled juices.....	4
Canned single-strength juices.....	7
Canned single-strength fruit drinks.....	11
Canned and refrigerated citrus salads and sections.....	13
Fresh oranges and grapefruit.....	14

Tables and Figures

Frozen concentrated orange juice.....	16
Chilled orange juice.....	17
Canned single-strength orange juice.....	18
Canned single-strength grapefruit juice.....	19
Canned single-strength pineapple juice.....	20
Prune juice.....	21
Tomato juice.....	22
Canned single-strength orange drink.....	23
Canned single-strength pineapple-grapefruit drink.....	24
Canned grapefruit sections.....	25
Miscellaneous canned single-strength juices.....	26
Miscellaneous canned single-strength fruit drinks.....	26
Total canned single-strength juices.....	27
Total canned single-strength fruit drinks.....	27
Refrigerated citrus salads and sections.....	28
Fresh oranges.....	29
Fresh grapefruit.....	29
Prices paid per serving.....	30
Amount spent for juices and canned fruit drinks.....	31
Expenditures per buying family.....	32
Summary of purchases.....	33
Consumer purchases of juices and canned fruit drinks.....	34
Percentage of families buying citrus and other products.....	34
Share of market.....	35
Consumer expenditures for juices and canned fruit drinks (figure).....	35

Based on data collected for the Florida Citrus Commission by the
Market Research Corporation of America

April 1963

CONSUMER PURCHASES OF CITRUS FRUIT, JUICES,
DRINKS, AND OTHER PRODUCTS
JANUARY 1963

By Clive E. Johnson
Marketing Economics Division
Economic Research Service

The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases made for hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28-days) to facilitate comparisons. Expenditures are computed from prices paid for the most prevalent size of container.

HIGHLIGHTS

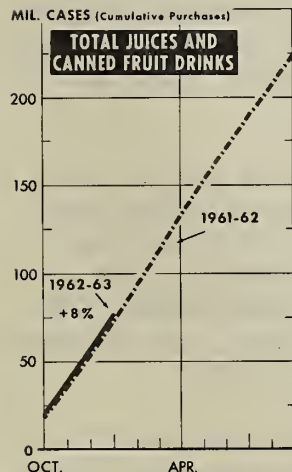
Supplies of frozen orange concentrate will be sharply lower this year than in 1962. Citrus crops were damaged by freezing weather in December, with losses particularly severe in Florida, where a large proportion of orange and grapefruit products are produced.

Consumers reduced their purchases of frozen orange concentrate substantially in January, but increased their use of other juices and fruit drinks by an equal amount. Similar shifts were recorded in 1958. Supplies also were short and prices high in that year as a result of freeze damage to Florida citrus crops in December 1957.

Purchases of frozen concentrated juices, canned single-strength juices, canned single-strength fruit drinks, and chilled orange juice totaled 19.8 million cases in January 1963, about the same as a year earlier. However, the usual sharp seasonal gain over November and December failed to materialize.

Cumulative purchases of juices and fruit drinks in the first 4 months of the 1962-63 season (beginning October 1962) were 8 percent -- 5.6 million cases -- ahead of corresponding months of 1961-62. (See chart in margin.)

Purchases of frozen orange concentrate, ordinarily at a seasonal peak in January, were off 30 percent from December and 23 percent from a year earlier. Use of canned grapefruit juice and chilled orange juice also was down from December.



On the other hand, January consumption of tomato juice was up 33 percent from December; pineapple juice, up 36 percent; and gains of 9 to 12 percent were registered by prune juice, canned orange juice, and miscellaneous canned juices. Purchases of miscellaneous frozen concentrates were up 52 percent and canned fruit drinks almost as much, with use of pineapple-grapefruit drink about doubling.

As a result of the shifts in purchases, the frozen orange concentrate share of market was down to 30 percent in January from 44 percent in December. Correspondingly, the canned juice share and the fruit drink share were each up 6 percentage points. The share for miscellaneous frozen concentrates was up 2 points.

The average price paid for all juices and canned fruit drinks was up 11 percent from December to 4.7 cents per 6-ounce serving. The greatest price advance was scored by frozen orange concentrate, which increased from 3.9 cents to 5.3 cents per serving. More moderate increases were recorded for chilled orange juice and canned orange and grapefruit juices. Conversely, prices of pineapple juice and canned fruit drinks were down.

Consumers spent \$67.2 million for juices and canned fruit drinks in January. This was about the same as a year earlier, but was an increase of 13 percent -- \$7.6 million -- over December, reflecting greater expenditures for all products except frozen orange concentrate. Expenditures for that product were off 5 percent (\$1.1 million) from December and 14 percent (\$3.7 million) from January 1962.

The season's expenditures for frozen orange concentrate and canned grapefruit juice through January also was down from the same 4 months of 1961-62. In contrast, greater amounts were spent for other products.

Purchases of fresh oranges and fresh grapefruit were down substantially and prices up sharply from January 1960, the last comparable month for which data are available.

January consumption of canned grapefruit sections was down from a year earlier. Use of refrigerated citrus salads and sections was off from October, when these products were first reported.

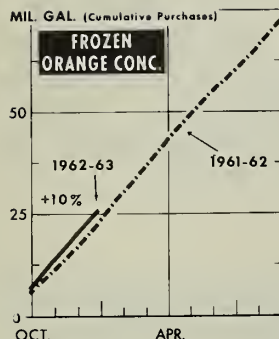
FROZEN CONCENTRATED AND CHILLED JUICES

Frozen Orange Concentrate Loses 14 Points in Share of Market

Supplies of frozen concentrated orange juice in the 1962-63 season will be substantially below the record-high

output of 1961-62, and may be below levels of other recent years, as a result of severe damage to the Florida orange crop by freezes in December 1962.

Prices paid for frozen orange concentrate in retail food stores averaged 21.3 cents per 6-ounce can in January, an increase of 36 percent (5.6 cents) over the 5-year low price of December and a 12 percent advance over a year earlier. The index of prices (1957-61 = 100) rose to 109 from 80 in December and 97 in January 1962. (See figures 1 and 11-14.)



In contrast, prices of most other products were down from a year earlier. The cost of a 6-ounce serving of frozen orange concentrate (5.3 cents) was as much as 2 cents above the cost of some competing products. (See table 18.)

Purchases of frozen orange concentrate ordinarily reach a seasonal peak at the beginning of the year, but movement in January 1963 was about the slowest recorded for any month since late 1959. ^{1/} The volume of purchases (5.1 million gallons) was off 30 percent from December and 23 percent from a year earlier.

Only 28.2 percent of the Nation's families bought the concentrate in January compared with 31.3 percent a year earlier. And the average size of purchase was off 16 percent to 7 cans per buying family -- the smallest reported in 2 years.

Despite the sharp increase in price, the average buying family spent \$1.49 for the product compared with \$1.58 in January 1962. Total consumer expenditures (\$23 million) were off moderately from December and were down 14 percent (\$3.7 million) from January 1962. (See tables 19 and 20.)

As consumers reduced their purchases of frozen orange concentrate, they increased their use of competing products by an equal amount, so that total purchases of juices and fruit drinks remained about the same as in both the preceding month and a year earlier. As a result of these shifts, frozen concentrated orange juice accounted for only 30 percent of the household market in January compared with 44 percent in December and 40 percent a year earlier.

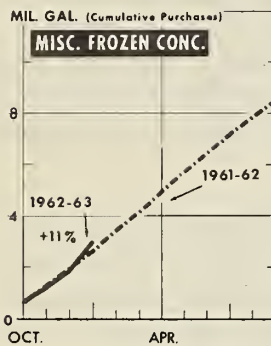
On the other hand, the market shares for canned juices and canned fruit drinks were both up 6 points from December,

^{1/} Monthly and cumulative data on purchases and expenditures for all products are for 28-day periods to facilitate comparisons. Cases are the equivalent of 24 No. 2 cans...432 ounces per case, except 480 ounces for canned grapefruit sections. Expenditures are based on prices paid for size of can usually purchased as shown in table 21.

and the share for miscellaneous frozen concentrates was up 2 points.

Despite the slow January movement, cumulative purchases of frozen orange concentrate in the current season, begun October 1962, remained 10 percent -- 2.2 million gallons -- ahead of the same 4 months of 1961-62. (See chart in margin.) Prices averaged lower, however, and this greater quantity was bought for 6 percent (\$6 million) less than in the same period a year earlier. In comparison, cumulative purchases of other juices and fruit drinks were up about 7 percent and expenditures were up 3 percent.

Miscellaneous Frozen Concentrates Gain Substantially

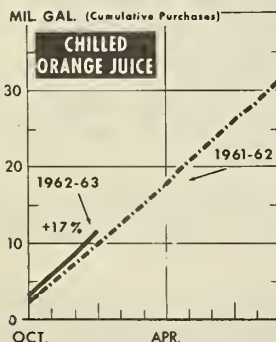


In contrast to the decline reported for frozen orange concentrate, purchases of miscellaneous frozen concentrates were one-third greater than in January 1962 and the heaviest reported in recent years. These products, which include grape, grapefruit, pineapple, tangerine, and blended juices, accounted for about 6 percent of all juices and fruit drinks bought for home consumption in January compared with about 4 percent in the preceding month or a year earlier. (See table 21.)

Retail prices were down slightly to 18.2 cents per 6-ounce can. This was 3 cents less than paid for frozen orange concentrate, the reverse of the pattern of the past year.

Cumulative purchases of the product group thus far in the current season were 11 percent -- 290,000 gallons -- ahead of the same months of 1961-62. Cumulative expenditures were up about 6 percent.

More Families Buy Chilled Orange Juice Than Ever Before



About 6.4 percent of the Nation's families drank chilled orange juice in January, the greatest number recorded since the survey began 7 years ago. Consumption, however, held at 3.3 quarts per buying family. (See figures 2 and 11-14.)

January purchases were 16 percent (400,000 gallons) greater than the year-earlier volume and 38 percent greater than the 5-year average (1957-61) for the month. This was a continuation of the strong market that has prevailed for some time, and cumulative purchases for the first 4 months of the current marketing season were up 17 percent (1.7 million gallons) from the same period of 1961-62. (See figure in margin.)

Retail prices were up a little to 39.8 cents per quart, the highest reported for about a year. A 6-ounce serving

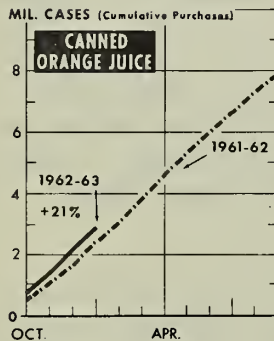
cost 7.5 cents, well above the cost of most other juices or fruit drinks. (See tables 18-20.)

The average buying family spent \$1.31 for chilled orange juice in January, slightly more than in the same month of 1962. In contrast, housewives reduced their expenditures for other orange juices.

Total expenditures for chilled orange juice through January of the 1962-63 season, like total purchases, were up 17 percent from the same 4 months of 1961-62.

CANNED SINGLE-STRENGTH JUICES

Good Gain for Canned Orange Juice



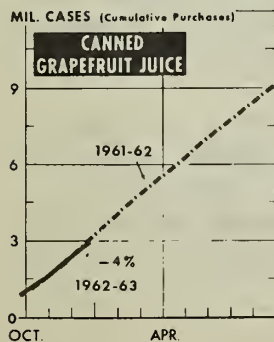
January purchases of canned orange juice rose rather sharply over the preceding month in contrast to the contraseasonal decline in use of frozen orange concentrate. Retail movement also was up 13 percent -- 90,000 cases -- from January 1962 and was the heaviest reported for more than 2 years. The index of purchases (1957-61 = 100) rose to 87 from 77 a year earlier and 68 2 years earlier. (See figures 3 and 11-14.)

About 6.6 percent of the Nation's families drank this juice in January, representing the greatest number of users for more than 2 years. The size of purchase (2 cans per buying family) also was moderately larger.

Retail prices advanced 2.5 cents over December to 36.5 cents per 46-ounce can, but even so they remained below year-earlier levels. Consequently, consumer expenditures held about the same as in January 1962 despite the increase in purchases. (See table 19.)

Similarly, cumulative expenditures through January of the current season also held about the same as in 1961-62, even though retail movement was up 21 percent (500,000 cases).

Canned Grapefruit Juice Down



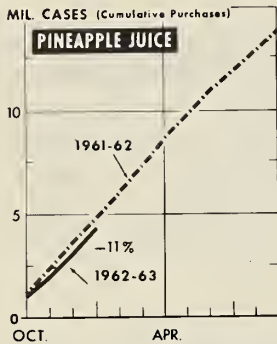
The retail price of canned grapefruit juice rose moderately to 29.6 cents per 46-ounce can in January, halting the downtrend that has persisted for some time. This brought the price index (1957-61 = 100) up to 98, the highest in about 2 years. (See figures 4 and 11-14.)

Purchases were off contraseasonally from December and were down 17 percent -- 150,000 cases -- from January a year earlier. As a result, cumulative purchases for the season dropped 5 percent (140,000 cases) below the 1961-62 level.

Only 5.8 percent of the Nation's families bought canned grapefruit juice in January compared with 6.3 percent a year earlier. Moreover, the size of purchase shrank 11 percent to average only 2.1 cans per buying family, the smallest in about 2 years.

The average buying housewife spent 63 cents for the product, 4 cents less than 12 months earlier. The total amount consumers spent for grapefruit juice in January, as well as cumulative expenditures for the season, were both down from year-earlier levels. (See tables 19 and 20.)

Pineapple Juice Makes Strong Gains



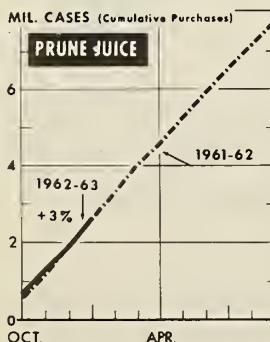
About 11 percent of the Nation's families drank pineapple juice in January, the largest proportion recorded since late 1958. As a result, the volume of purchases was up 10 percent -- 120,000 cases -- to a 7-year peak. The index of purchases (1957-61 = 100) climbed to 119 from 108 a year earlier. (See figures 5 and 11-14.)

Retail prices were down from December to 28.6 cents per 46-ounce can. At this price, which was a little below the 1957-61 average, a 6-ounce serving cost 3.7 cents -- only tomato juice and pineapple-grapefruit drink were less expensive.

Retail movement of pineapple juice was slow in the first 3 months of the 1962-63 season; consequently, cumulative purchases through January remained 11 percent (560,000 cases) under a year earlier. Similarly, cumulative expenditures also were down from 1961-62.

The pineapple juice share of market, at 7 percent in January, was 1 to 2 percentage points above levels that prevailed in the preceding year.

Prune Juice Steady

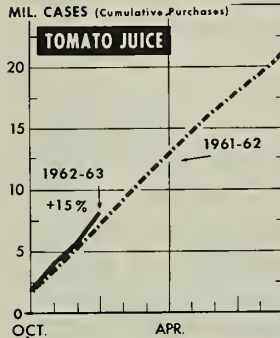


The picture for prune juice was almost the same as in January 1962: The volume of purchases (693,000), the average size of purchase (2.4 cans per buying family), and the proportion of families buying (7.1 percent) were almost unchanged. The purchase level also remained about 6 percent above 1957-61 averages. (See figures 6 and 11-14.)

Retail prices were down slightly to 42.7 cents per quart. The average buying family spent \$1.02 for prune juice compared with \$1.07 in the preceding January. Except for frozen orange concentrate and chilled orange juice, this was well above amounts spent for other juices or fruit drinks. (See tables 19 and 20.)

Cumulative purchases for the season through January were 3 percent -- 70,000 cases -- ahead of corresponding months of 1961-62. However, as prices averaged lower, the total amount families spent for prune juice held about the same.

Tomato Juice Reaches New Peak



Housewives bought more tomato juice for their families in January than in any other month reported in this 14-year series. The volume of purchases was up 24 percent -- 450,000 cases -- from both a year earlier and the 1957-61 average for the month. The gain over December was even greater. (See figures 7 and 11-14.)

About 19 percent of the Nation's families shopped for tomato juice in January compared with only 16.7 percent 12 months earlier. The average size of purchase (2.1 cans per buying family) was among the largest recorded.

Retail movement also was strong in the first months of the season. As a result, cumulative purchases through January were 15 percent or 1.1 million cases ahead of 1961-62.

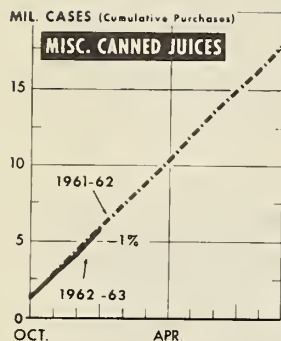
The product accounted for 12 percent of all juices and fruit drinks bought for home use during the month. This was an increase in market of more than 2 percentage points over both the preceding month and a year earlier. Most other products also had larger market shares, but the gains were not as great.

Retail prices averaged 26.5 cents per 46-ounce can, down 6 percent from a year earlier and the 5-year average for the month. At this price, a 6-ounce serving cost 3.5 cents -- pineapple-grapefruit drink was slightly cheaper, but all other juices and fruit drinks were more expensive.

Nevertheless, because of the increase in purchases, consumers spent more for tomato juice than in 1961-62. January expenditures were up 16 percent, and cumulative expenditures through January were up 10 percent.

Miscellaneous Canned Juices Up Moderately

The quantity of miscellaneous canned single-strength juices, such as apple, grape, tangerine, and blends (some containing citrus), bought for home use was moderately greater than in January 1962. Purchases in earlier months of 1962-63 were on the slow side, however, and the season's total movement remained below 1961-62 levels. (See table 11 and figures 11-14.)



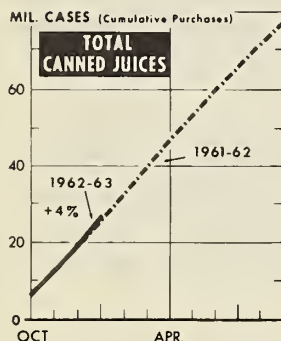
Purchases averaged 1.5 cans among the 18 percent of families that bought in January. Both factors of retail movement were up a little from a year earlier.

Prices paid for these juices averaged 35.9 cents per 46-ounce can, about 1 cent less than a year earlier. But even so, a 6-ounce serving cost 4.7 cents, or more than paid for most other juices or fruit drinks.

Because of the small size of purchase, the average buying family spent only 54 cents for these juices -- less than spent for any of the individually reported products.

Canned Juices Get Larger Share of Market

The Nation's families bought a total of 7.5 million cases of canned single-strength juices in January compared with 6 million cases (ready-to-drink) of frozen concentrated orange juice. This was the first time in about 2 years that canned juices were used in greater quantity than frozen orange concentrate. (See table 13 and figures 11-14.)



About 38 percent of the household market for juices and fruit drinks was accounted for by canned juices in January, a gain of 6 percentage points in market share over the preceding month, and 3 points over January 1962. In contrast, the market share for frozen orange concentrate was off sharply to only 30 percent.

Retail movement of canned juices was up 8 percent from January, a year earlier, and 19 percent from the preceding month. Purchases averaged 2.8 cans per buying family, about the heaviest reported in recent years. About 45.5 percent of families bought, an increase of more than 4 percentage points over the preceding month. The proportion of buyers, however, was not as great as the unusually large proportion that bought in January 1962.

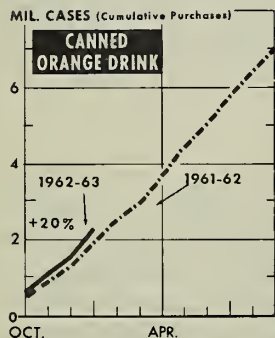
The shift to canned juices from frozen orange concentrate was similar to that in 1958, when supplies of frozen orange concentrate became short as a result of severe damage to citrus crops from freezes in December 1957. In January 1958, use of canned juices also was up 19 percent from December, while purchases of frozen orange concentrate were off 13 percent.

Prices paid for canned juices held at 4.4 cents per 6-ounce serving the same as in January or December 1962. The average buying family spent 95 cents for these products, an increase of 8 cents over a year earlier. The amount consumers spent in total was up 5 percent (\$1.1 million) from 12 months earlier. (See tables 19 and 20.)

Cumulative purchases for the season through January were 4 percent -- 900,000 cases -- ahead of 1961-62. (See figure in margin.) Cumulative expenditures remained about the same, however, as prices averaged lower.

CANNED SINGLE-STRENGTH FRUIT DRINKS

Orange Drink Climbs to New January Peak



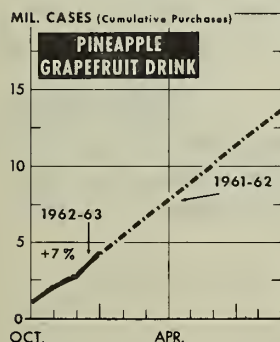
Retail movement of canned orange drink in January was the strongest yet recorded for the month, and was almost equal to the record volume of July 1962. The quantity used was 10 percent -- 67,000 cases -- greater than the year earlier volume and 40 percent greater than the 1957-61 January average. (See figures 8 and 11-14.)

Consumption also was heavy in preceding months of the 1962-63 marketing year; and cumulative purchases through January were 20 percent -- 380,000 cases -- ahead of the same period of 1961-62, the previous record year. (See figure in margin.)

Most of the gain over January 1962 was a result of an increase in the average size of purchase to 2.7 cans per buying family. The proportion of buyers was up only slightly to 4.6 percent.

Retail prices at 30.8 cents per 46-ounce can were a little lower. Nevertheless, because of the increase in movement, both buying family expenditures (84 cents) and total consumer expenditures (\$2.1 million) were up moderately from January 1962. Cumulative expenditures for the season through January were up 14 percent. (See table 19.)

Pineapple-grapefruit Drink Up to a New High



Retail movement of pineapple-grapefruit drink, which had been on the slow side, almost doubled in January to rise to a record high 1.6 million cases. This represented gains of 29 percent over a year earlier and 39 percent over the 1958-61 average for the month. (See figures 9 and 11-14.)

The product accounted for 8 percent of the household market for juices and fruit drinks in January compared with 4.4 percent in December, and 6.2 percent a year earlier.

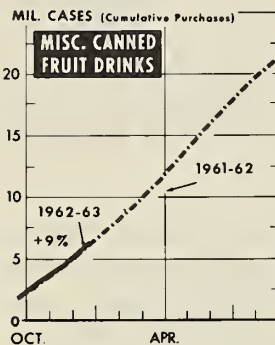
The season's purchase was behind 1961-62 levels through December. But after the heavy buying in January, cumulative purchases exceeded year-earlier levels by 7 percent or 290,000 cases. (See figure in margin.)

A record number of buyers -- 9.7 percent of the Nation's families -- accounted for most of the gain over a year-earlier, as there was but a slight increase in the average size of purchase.

Retail prices were down 0.9 cent to 26.3 cents per 46-ounce can. This represented the lowest price that has been recorded for pineapple-grapefruit drink, and the lowest price reported for any juice or fruit drink in January. (See tables 19 and 20.)

The average buying family spent 74 cents for the product, the same as in January 1962. But as more families bought, total consumer expenditures were up 25 percent or \$775,000. Cumulative expenditures for the season, like cumulative purchases, exceeded 1961-62 levels for the first time.

Miscellaneous Fruit Drinks Rise to New High for Winter Months



Housewives bought 14 percent -- 230,000 cases -- more miscellaneous fruit drinks in January than a year earlier. And the gain over December was even greater. This group of products, which were consumed in record volume for the winter months, includes canned non-carbonated fruit drinks, ades, and punches, other than orange and pineapple-grapefruit drinks which are individually reported. (See table 11 and figures 11-14.)

The product group accounted for 9.4 percent of all juices and canned fruit drinks bought for home use during January, as against 8.2 percent a year earlier.

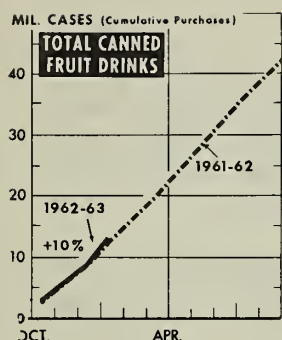
Both the proportion of families buying (13 percent) and the average size of purchase (2.5 cans) were well above levels that usually prevail at this time of year.

Retail prices declined to 33.7 cents per 46-ounce can. At this price, a 6-ounce serving cost 4.4 cents -- more than most competing products. The average buying family spent 83 cents for miscellaneous fruit drinks, up 5 cents from a year earlier. Total consumer expenditures were 11 percent greater.

Cumulative expenditures for the first 4 months of the 1962-63, season were up 6 percent (\$1.3 million) from 1961-62, compared with a gain of 9 percent (510,000 cases) in the volume of purchases.

Market for Total Canned Fruit Drinks Up Sharply

In total, families purchased 46 percent more canned fruit drinks in January 1963 than in the preceding month, and 19 percent more than in January 1962. As a result of this



shift to fruit drinks from frozen orange concentrate, the share of market rose to 21 percent from 15 percent in the preceding month, and 18 percent in January 1962. Except for the summer months when consumption ordinarily reaches a peak, this represented the largest share of market recorded for fruit drinks in the 4 years these data are available. (See table 14 and figures 11-14.)

Retail movement also was heavy in preceding months, and cumulative purchases for the season beginning October 1962 were 10 percent or 1.2 million cases ahead of the same period of 1961-62.

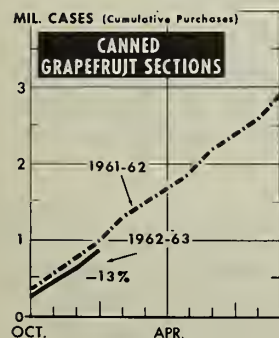
Consumption of fruit drinks averaged 3.2 cans among the 22 percent of the families that bought one or more of these products. The proportion of buyers was up 1 percentage point from a year earlier, and the average size of purchase was larger than in the summer months.

Retail prices were off slightly to 30.4 cents per 46-ounce can. Nevertheless, because of the increase in purchases, buying families expenditures rose to 98 cents from 90 cents in both January and December 1962. Fruit drinks were not found in as many homes as were canned juices, but on the average, a buying family spent more for them than for canned juices. (See tables 19 and 20.)

Cumulative expenditures for fruit drinks through January were up 12 percent from the same months of 1961-62. In comparison, consumers also increased their expenditures for chilled orange juice, but they spent smaller amounts for canned single-strength and frozen concentrated juices.

CANNED AND REFRIGERATED CITRUS SALADS AND SECTIONS

Canned Grapefruit Sections Slow



Household consumption of canned grapefruit sections in January was only 90 percent as great as in the same month of 1962. This represented a drop in purchases of 24,000 cases, and the smallest January retail movement in several years. (See figures 10-14.)

The reduced volume was associated with a loss in the number of users, as well as with a smaller average size of purchase.

Retail prices were up 1 cent from December to 21.3 cents per No. 303 can, the highest reported for any month in about 2 years.

The average housewife spent 70 cents for canned grapefruit sections, almost the same as in the preceding month or in

January a year earlier. However, as fewer families bought, total consumer expenditures for the month were off slightly and cumulative expenditures for the season through January were down 11 percent.

Refrigerated Citrus Salads and Sections Down

About 295,000 gallons of refrigerated citrus salads and sections were bought for home use in January. This represented the smallest volume of purchases recorded in the 4 months these data are available. (See table 15.)

The size of purchase averaged 42-ounces among the 1.7 percent of families that bought. Both components of total movement were on the low side.

Refrigerated orange and grapefruit sections accounted for 51 percent of the total volume, and chilled grapefruit sections, for 3 percent. Miscellaneous chilled citrus salads and sections accounted for the balance -- 46 percent. Retail prices of these products were up moderately from earlier months.

FRESH ORANGES AND GRAPEFRUIT

Purchases and Expenditures for Fresh Oranges Off Substantially

Retail movement of fresh oranges was off 44 percent in comparison with January 1960, the last comparable month that purchases of fresh citrus fruit were reported. Movement also was slow in the last quarter of 1962, and cumulative purchases through January were off 30 percent in comparison with the same 4 months of 1959-60. (See table 16.)

Only 32 percent of the Nation's families bought oranges in January compared with 43 percent in January 1960. The average size of purchase also was considerably smaller, averaging only 19 oranges as against 28, 3 year earlier.

January prices advanced 18 cents over the preceding month, and 21 cents over January 1960 to reach 67 cents per dozen. These advances coincided with freezing weather in December that sharply reduced immediate and prospective supplies of citrus.

The average buying family spent \$1.05 for oranges in January, the same as 3 years earlier. But as fewer families bought, total consumer expenditures were off \$3.9 million. Cumulative spending for the season through January was down 16 percent or more than \$11 million from the same months of 1959-60.

Fresh Grapefruit Also Off Sharply

January purchases of fresh grapefruit were off 19 percent from the preceding month and 32 percent from January 1960. As a result, cumulative purchases for the first 4 months of the season were down 13 percent in comparison with the same period of 1959-60. (See table 17.)

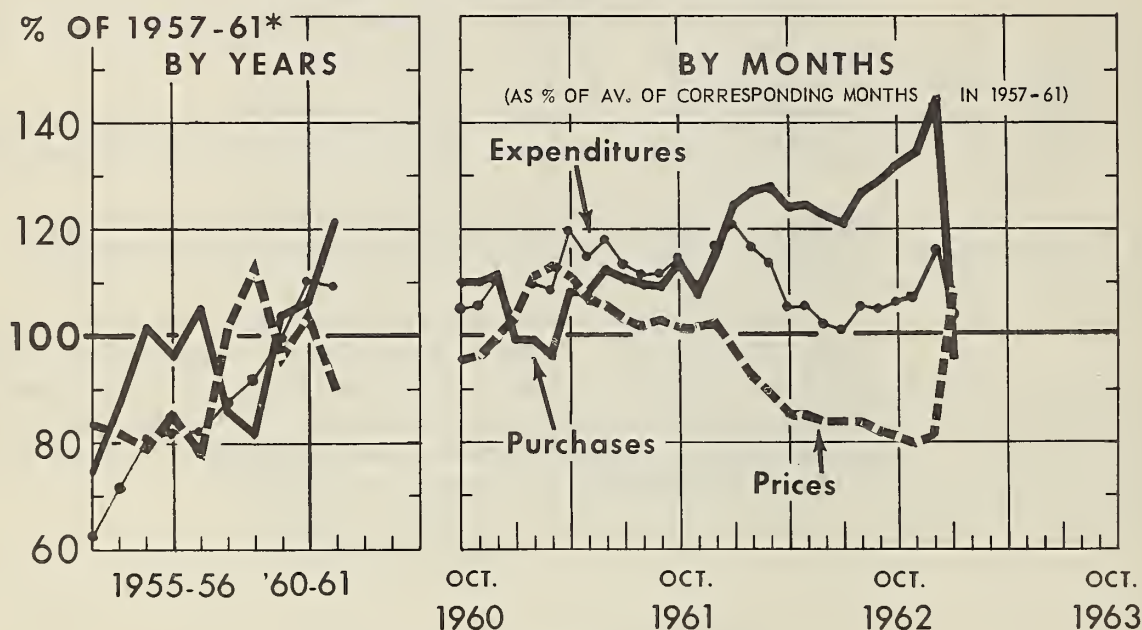
The decline in movement was associated with fewer buyers, together with a decrease in the average size of purchase.

Retail prices averaged \$1.06 per dozen, up 19 cents from December 1962 and up 22 cents from 3 years earlier.

The average family buying spent 84 cents for fresh grapefruit in January, 7 cents more than in either the preceding month or in January 1960. Nonetheless, as fewer families bought, January expenditures were down rather sharply, and the season's expenditure was off 5 percent -- \$1.8 million -- from corresponding months of 1959-60.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 1

NEG. ERS 174:

ECONOMIC RESEARCH SERVICE

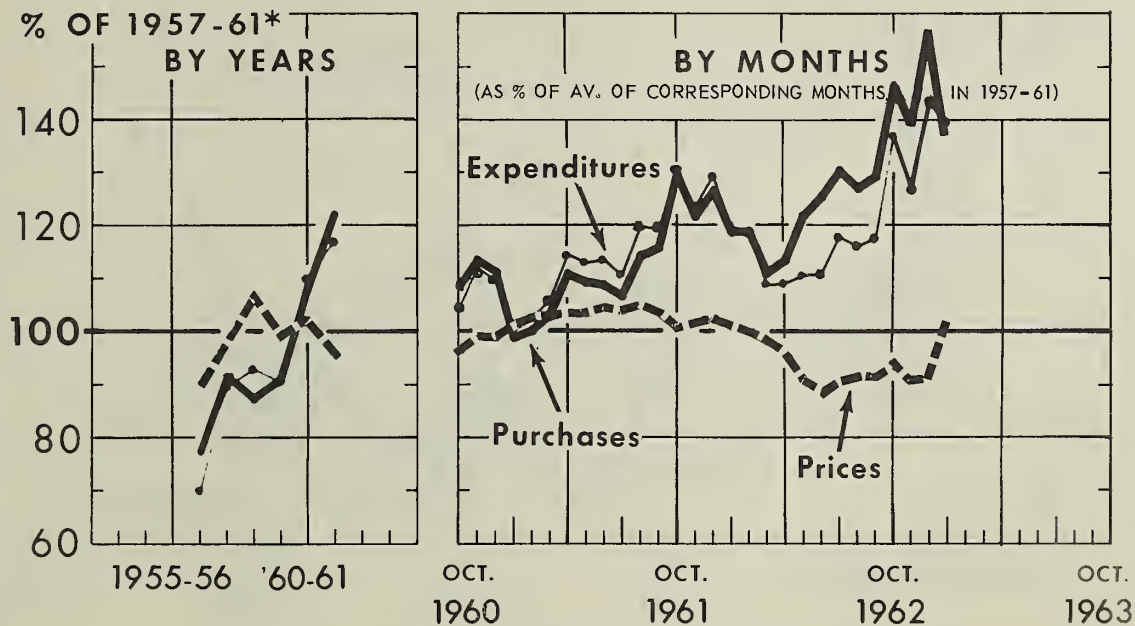
Table 1.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase by buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 6-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 gals.	1,000 gals.	1,000 gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	6,719	5,784	5,111	31.5	29.8	50	46	15.9	19.9	19.7
Nov.	6,669	5,342	4,970	31.3	28.2	50	45	15.9	20.2	19.9
Dec.	7,215	5,728	4,996	32.7	29.8	52	46	15.7	19.9	19.6
Oct.-Dec.	20,603	16,854	15,077							
Jan.	5,066	6,584	5,312	28.2	31.3	42	50	21.3	19.0	19.6
Feb.		6,582	5,207		31.5		50		18.0	19.6
Mar.		6,587	5,172		31.1		50		17.4	19.6
Jan.-Mar.		19,753	15,691							
Apr.		6,363	5,147		30.6		49		16.4	19.3
May		6,123	4,941		29.5		49		16.4	19.3
June		5,776	4,740		28.4		48		16.3	19.5
Apr.-June		18,262	14,828							
July		5,543	4,601		27.2		48		16.4	19.6
Aug.		5,779	4,580		28.7		47		16.5	19.8
Sep.		6,562	5,111		31.3		49		16.0	19.6
July-Sept.		17,884	14,292							
Season		72,753	59,888						17.7	19.6

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

CHILLED ORANGE JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 2

NEG. ERS 1742

ECONOMIC RESEARCH SERVICE

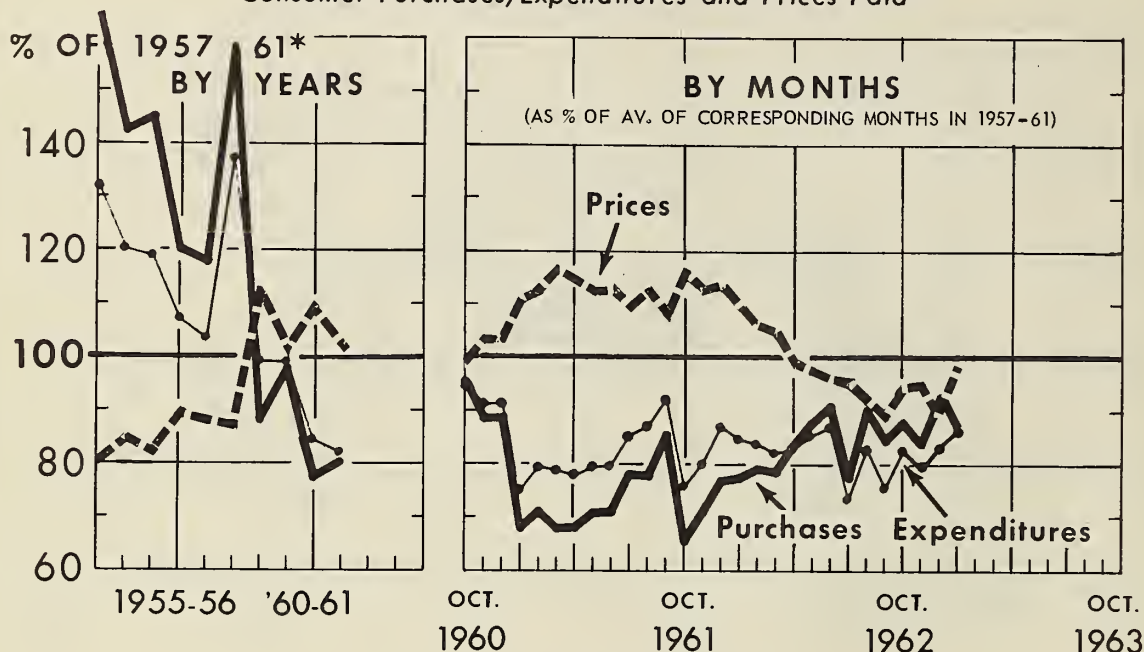
Table 2.--CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	gals.	gals.	gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	2,849	2,521	1,950	6.0	5.0	112	119	37.1	39.9	39.7
Nov.	2,811	2,448	2,017	6.2	5.1	107	114	36.4	40.8	40.2
Dec.	3,002	2,410	1,911	6.3	5.1	111	111	36.3	40.9	40.0
Oct.-Dec.	8,662	7,379	5,878							
Jan.	2,884	2,489	2,098	6.4	5.7	105	104	39.8	39.4	39.1
Feb.		2,713	2,288		6.0		106		38.6	38.7
Mar.		2,511	2,267		5.6		107		38.8	39.6
Jan.-Mar.		7,713	6,653							
Apr.		2,532	2,239		5.8		103		37.8	39.3
May		2,840	2,339		6.3		106		35.1	38.7
June		2,863	2,291		6.2		108		33.9	38.3
Apr.-June		8,235	6,869							
July		2,681	2,064		6.2		101		35.4	39.1
Aug.		2,408	1,901		5.6		100		36.2	39.6
Sep.		2,544	1,974		5.9		102		36.1	39.6
July-Sept.		7,633	5,939							
Season		30,960	25,339						37.6	39.3

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

CANNED SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 3

NEG. ERS 1743

ECONOMIC RESEARCH SERVICE

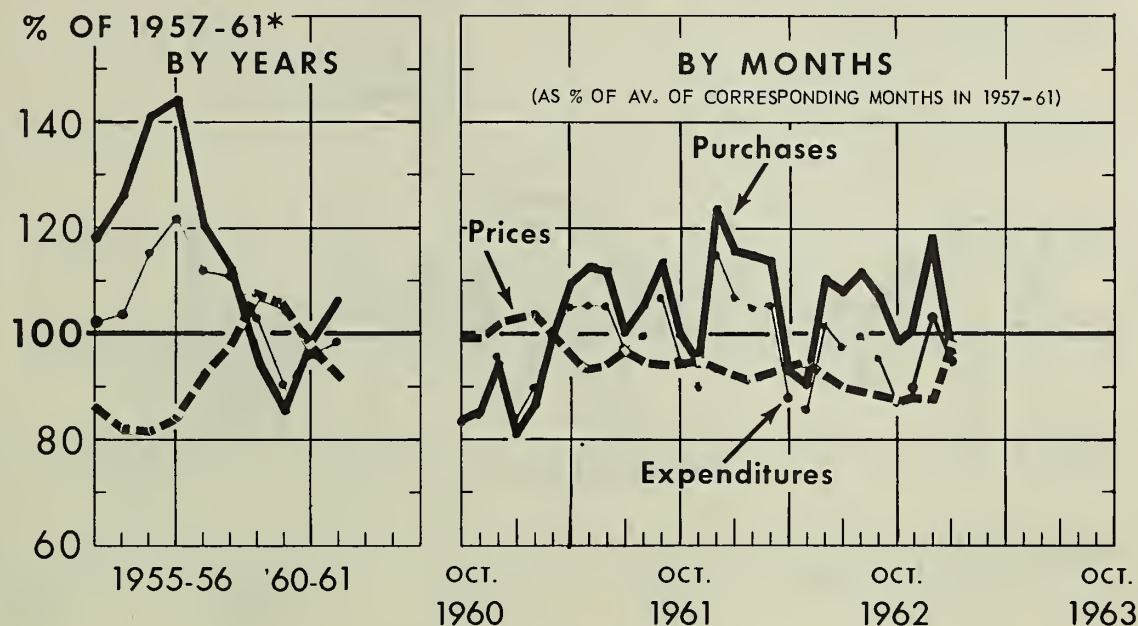
Table 3.--CANNED SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	749	559	852	6.3	5.1	94	88	35.5	43.6	37.8
Nov.	677	574	808	5.9	5.3	90	88	35.8	42.4	37.7
Dec.	699	579	754	6.0	5.2	92	89	34.0	43.1	38.1
Oct.-Dec.	2,125	1,712	2,414							
Jan.	779	690	892	6.6	6.3	93	87	36.5	40.5	37.0
Feb.		719	909		6.2		92		39.7	37.5
Mar.		718	915		5.9		97		39.2	37.5
Jan.-Mar.		2,127	2,716							
Apr.		736	881		5.8		101		37.5	37.8
May		734	838		6.0		97		36.9	37.9
June		731	806		6.0		96		36.1	37.7
Apr.-June		2,201	2,525							
July		592	764		5.1		91		36.5	38.5
Aug.		638	708		5.6		90		35.8	39.0
Sep.		599	709		5.3		89		35.7	39.9
July-Sept.		1,829	2,181							
Season		7,869	9,836						38.8	38.0

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounce per case.

CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 4

NEG. ERS 1744

ECONOMIC RESEARCH SERVICE

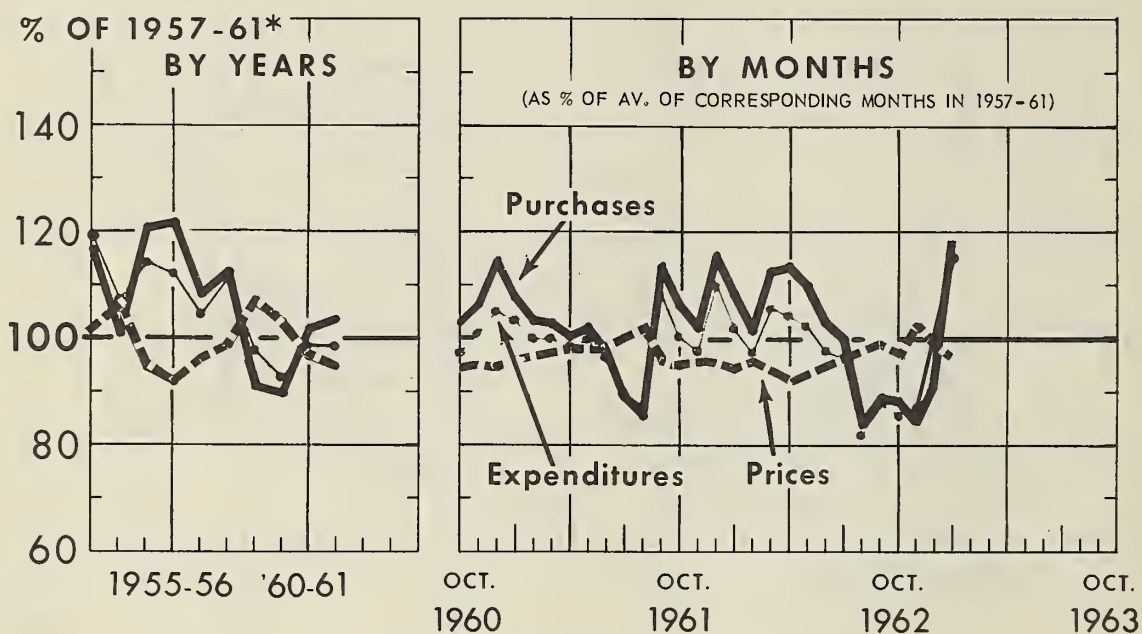
Table 4.--CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	765	774	772	5.8	5.7	104	108	26.6	28.7	30.3
Nov.	697	647	683	5.4	5.1	103	101	27.0	29.2	30.7
Dec.	765	796	643	5.4	5.7	111	113	26.4	28.4	30.4
Oct.-Dec.	2,227	2,217	2,098							
Jan.	726	876	755	5.8	6.3	98	110	29.6	27.8	30.1
Feb.		823	715		5.9		111		27.8	30.4
Mar.		841	738		5.9		114		27.9	30.1
Jan.-Mar.		2,540	2,208							
Apr.		740	793		5.4		109		27.5	29.1
May		708	781		4.8		118		27.3	28.9
June		790	714		5.6		111		26.9	29.2
Apr.-June		2,238	2,288							
July		685	632		4.9		111		27.3	30.3
Aug.		764	683		5.3		114		26.7	29.9
Sep.		712	663		5.2		108		26.9	30.3
July-Sept.		2,161	1,978							
Season		9,156	8,572						27.7	30.0

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

CANNED SINGLE-STRENGTH PINEAPPLE JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 5

NEG. ERS 1745

ECONOMIC RESEARCH SERVICE

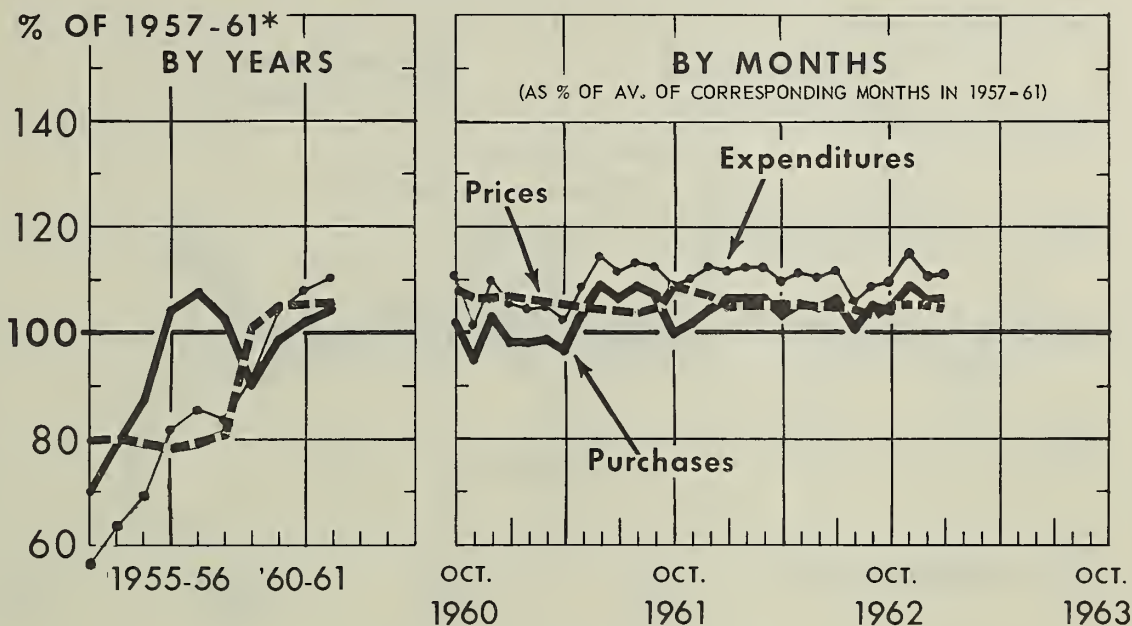
Table 5.--CANNED SINGLE-STRENGTH PINEAPPLE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date with comparisons

Period 1/	Total purchases			Proportion of		Purchase per		Prices paid per		
	1962-	1961-	Average	1962-	1961-	1962-	1961-	1962-	1961-	Average
	1963	1962	1957-61	1963	1962	1963	1962	1963	1962	1957-61
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,038	1,251	1,178	8.3	9.0	98	111	28.3	27.6	29.2
Nov.	950	1,158	1,135	7.9	9.5	94	98	30.0	27.9	29.2
Dec.	1,015	1,275	1,106	8.1	10.1	99	101	29.5	28.3	29.7
Oct.-Dec.	3,003	3,684	3,419							
Jan.	1,385	1,262	1,165	10.9	10.1	100	100	28.6	27.7	29.5
Feb.		1,182	1,164		10.2		92		28.4	29.7
Mar.		1,301	1,156		10.2		102		28.0	29.8
Jan.-Mar.		3,745	3,485							
Apr.		1,257	1,108		10.1		98		27.4	29.8
May		1,234	1,123		9.7		101		27.3	29.4
June		1,092	1,061		8.6		101		28.0	29.6
Apr.-June		3,583	3,292							
July		1,020	1,023		8.0		101		28.9	30.0
Aug.		875	1,042		7.5		92		28.8	29.6
Sep.		957	1,079		7.6		99		28.8	29.1
July-Sept.		2,852	3,144							
Season		13,864	13,340						28.0	29.5

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

PRUNE JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 6

NEG. ERS 1746

ECONOMIC RESEARCH SERVICE

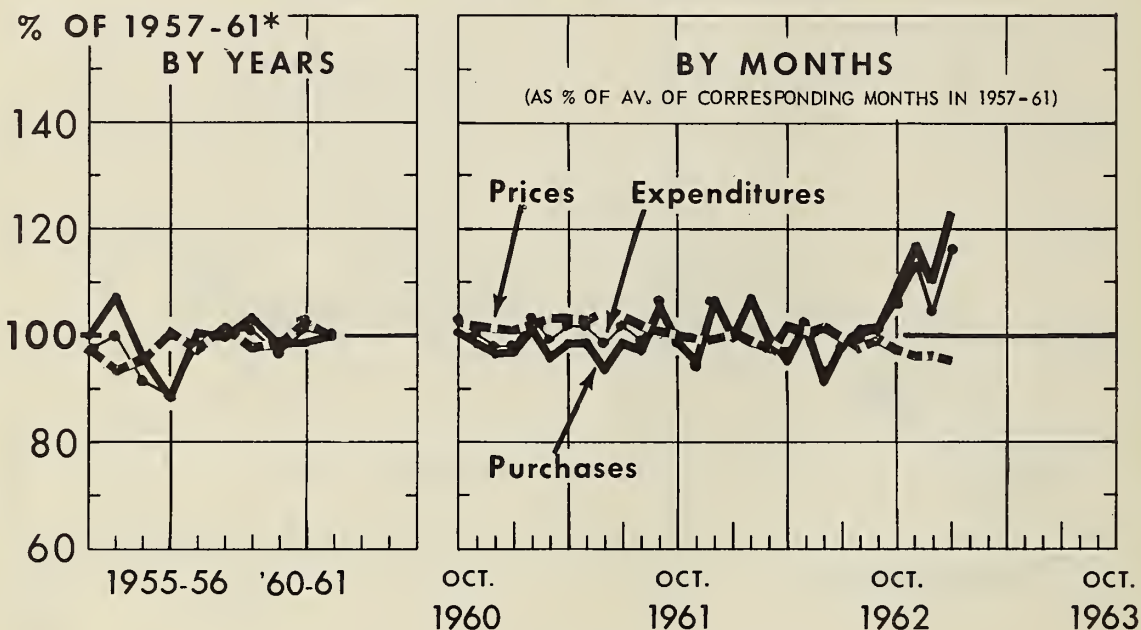
Table 6.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	660	634	632	6.9	6.5	76	78	42.1	43.5	39.9
Nov.	652	611	598	6.9	6.3	75	78	42.5	43.8	40.5
Dec.	636	628	599	6.3	6.7	80	75	42.8	43.9	40.8
Oct.-Dec.	1,948	1,873	1,829							
Jan.	693	697	652	7.1	7.0	77	80	42.7	42.9	40.9
Feb.		699	653		7.6		73		43.6	41.4
Mar.		700	654		7.5		74		43.7	41.5
Jan.-Mar.		2,096	1,959							
Apr.		625	602		7.0		70		44.2	41.7
May		643	607		6.7		76		44.1	41.8
June		631	600		6.5		76		43.9	41.7
Apr.-June		1,899	1,809							
July		610	571		6.2		78		43.8	41.7
Aug.		576	569		6.1		75		43.6	41.6
Sep.		636	602		6.4		79		43.1	41.7
July-Sept.		1,822	1,742							
Season		7,690	7,339						43.7	41.3

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

TOMATO JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 7

NEG. ERS 1747

ECONOMIC RESEARCH SERVICE

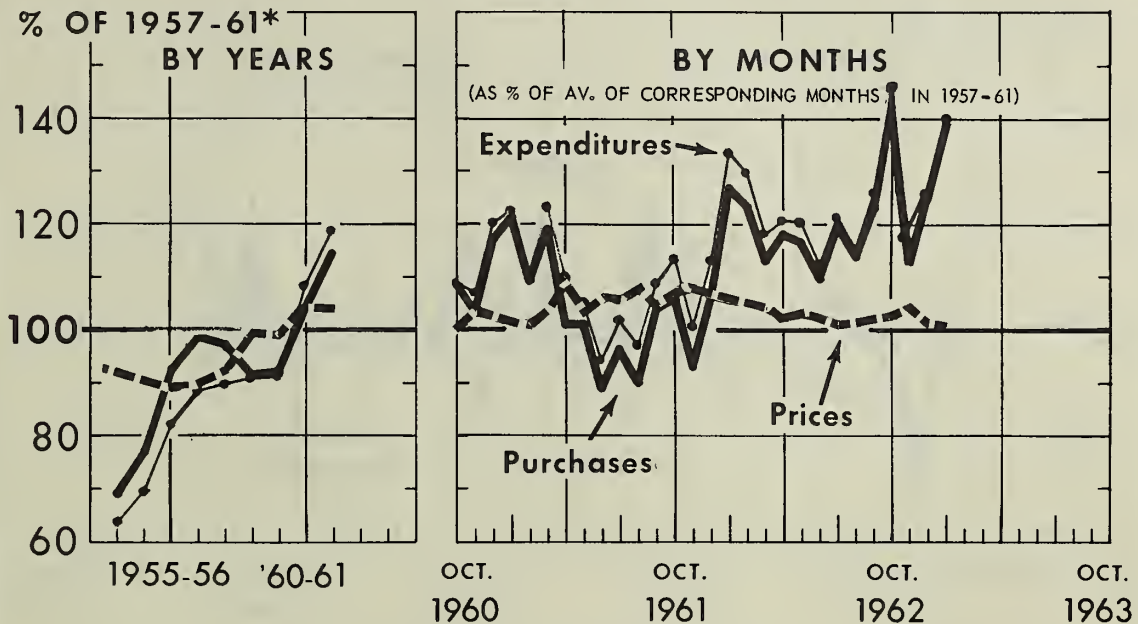
Table 7.--TOMATO JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,973	1,780	1,800	15.8	14.8	99	97	26.4	27.1	27.1
Nov.	2,174	1,766	1,854	16.5	15.4	104	92	26.3	27.3	27.4
Dec.	1,795	1,744	1,632	15.1	15.3	94	92	26.9	28.0	28.1
Oct.-Dec.	5,942	5,290	5,286							
Jan.	2,379	1,926	1,926	19.0	16.7	99	92	26.5	28.3	28.1
Feb.		2,072	1,931		17.2		96		27.8	28.1
Mar.		1,930	1,930		16.5		94		27.0	27.6
Jan.-Mar.		5,928	5,787							
Apr.		1,797	1,879		15.4		92		28.2	27.7
May		1,832	1,791		15.4		94		27.8	27.6
June		1,561	1,700		13.9		89		28.5	28.0
Apr.-June		5,190	5,370							
July		1,509	1,530		13.6		88		28.2	28.3
Aug.		1,525	1,501		13.2		91		27.5	27.9
Sep.		1,621	1,588		13.6		95		27.3	27.5
July-Sept.		4,655	4,619							
Season		21,063	21,062						27.7	27.8

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

CANNED SINGLE-STRENGTH ORANGE DRINK

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 8

NEG. ERS 1748

ECONOMIC RESEARCH SERVICE

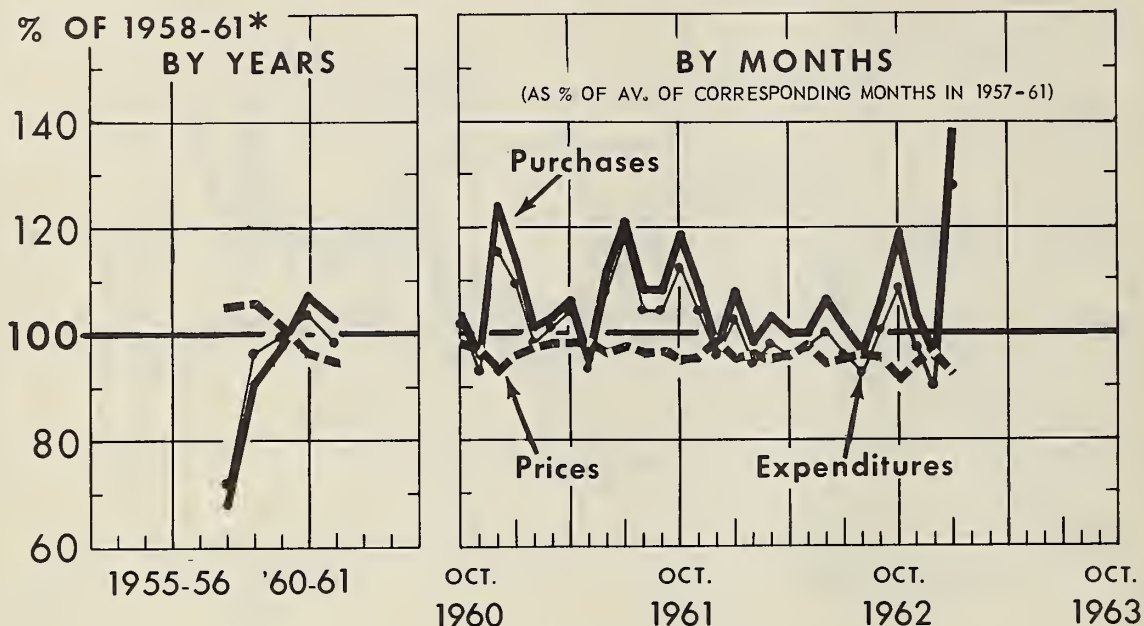
Table 8.--CANNED SINGLE-STRENGTH ORANGE DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	613	458	432	3.9	3.3	125	110	30.7	32.0	29.9
Nov.	484	400	429	3.3	2.8	117	113	31.5	32.7	30.3
Dec.	496	423	398	3.2	3.0	120	113	31.2	32.8	30.8
Oct.-Dec.	1,593	1,281	1,259							
Jan.	723	656	518	4.6	4.5	125	115	30.8	32.3	30.6
Feb.		579	470		3.9		118		32.9	31.3
Mar.		534	472		3.7		116		32.4	31.1
Jan.-Mar.		1,769	1,460							
Apr.		670	568		4.7		114		31.2	30.5
May		650	558		4.6		113		31.3	30.4
June		650	592		4.6		112		30.4	29.7
Apr.-June		1,970	1,718							
July		741	619		5.2		113		30.1	29.7
Aug.		616	541		4.5		108		30.0	29.6
Sep.		579	471		3.9		118		31.0	30.3
July-Sept.		1,936	1,631							
Season		6,956	6,068						31.5	30.3

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

CANNED S/S PINEAPPLE-GRAPEFRUIT DRINK

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 9

NEG. ERS 1749

ECONOMIC RESEARCH SERVICE

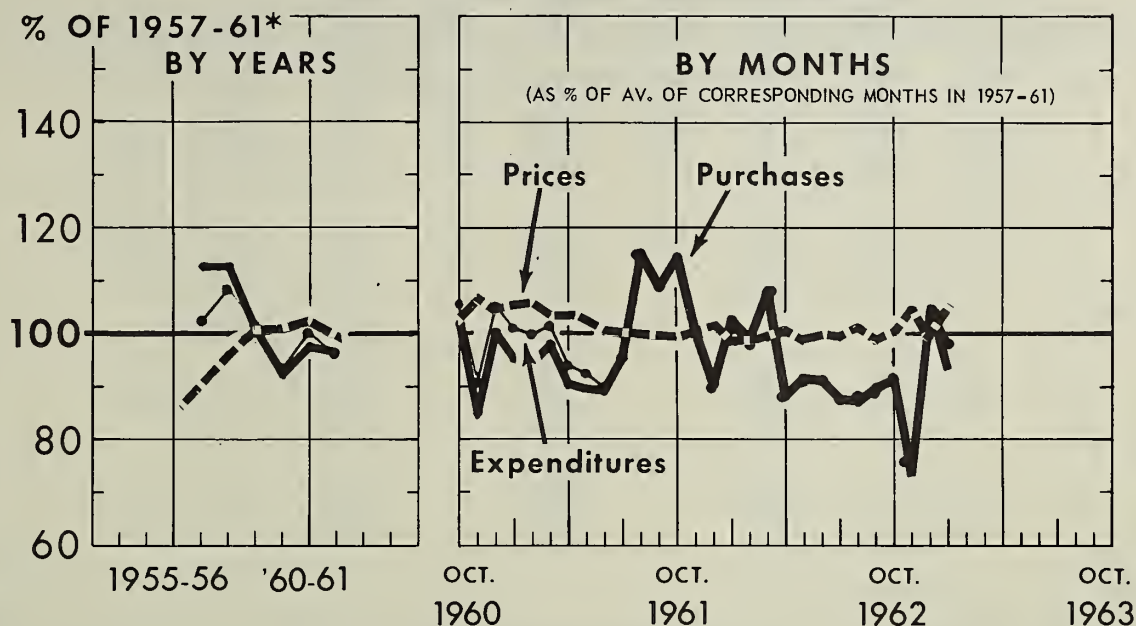
Table 9.--CANNED SINGLE STRENGTH PINEAPPLE-GRAPEFRUIT DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1958-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1958-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,159	1,156	976	7.5	7.9	122	117	26.5	27.5	29.0
Nov.	923	970	892	6.5	7.2	112	109	27.7	28.0	29.3
Dec.	855	875	900	5.9	6.3	115	112	27.5	28.3	28.8
Oct.-Dec.	2,937	3,001	2,768							
Jan.	1,589	1,233	1,145	9.7	7.8	129	126	26.3	27.2	28.6
Feb.		1,238	1,259		8.2		120		27.1	28.3
Mar.		1,255	1,218		7.7		129		26.8	28.2
Jan.-Mar.		3,726	3,622							
Apr.		1,153	1,154		7.5		122		27.0	28.2
May		1,120	1,120		7.4		120		27.5	28.2
June		1,249	1,176		7.6		130		26.4	28.0
Apr.-June		3,522	3,450							
July		1,253	1,240		8.0		124		26.4	27.8
Aug.		1,067	1,108		6.8		124		26.9	28.0
Sep.		1,077	1,017		6.9		123		27.0	28.4
July-Sept.		3,397	3,365							
Season		13,646	13,205						27.1	28.4

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

CANNED GRAPEFRUIT SECTIONS

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 10

NEG. ERS 1750

ECONOMIC RESEARCH SERVICE

Table 10.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per No. 303 can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	285	357	311	4.5	5.3	55	60	20.1	19.8	20.0
Nov.	182	251	249	3.3	3.7	49	61	21.2	20.2	20.3
Dec.	201	174	192	3.3	3.2	54	49	20.3	20.8	20.5
Oct.-Dec.	668	782	752							
Jan.	228	252	245	3.8	4.0	52	56	21.3	19.9	20.2
Feb.		237	239		3.7		56		20.0	20.2
Mar.		244	225		3.7		58		20.3	20.4
Jan.-Mar.		733	709							
Apr.		201	227		3.5		50		20.4	20.3
May		214	233		3.6		53		20.2	20.4
June		233	255		3.6		58		20.5	20.5
Apr.-June		648	715							
July		232	264		3.7		55		20.6	20.7
Aug.		221	253		3.5		56		20.7	20.4
Sep.		256	284		3.8		60		20.1	20.4
July-Sept.		709	801							
Season		2,872	2,977						20.3	20.4

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 480 ounces per case.

Table 11.--MISCELLANEOUS CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons 1/

Period 2/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,380	1,542	1,498	15.9	17.3	68	72	35.8	36.9	---
Nov.	1,411	1,416	1,416	17.1	16.9	65	67	35.3	36.8	---
Dec.	1,437	1,416	1,417	17.0	17.2	67	66	35.2	36.7	---
Oct.-Dec.	4,228	4,374	4,331							
Jan.	1,576	1,505	1,540	17.9	17.5	69	68	35.9	36.7	---
Feb.		1,479	1,569		18.0		66		36.1	---
Mar.		1,465	1,622		17.5		67		36.1	---
Jan.-Mar.		4,449	4,731							
Apr.		1,511	1,611		17.5		68		36.1	---
May		1,594	1,678		18.8		67		34.6	---
June		1,544	1,573		18.6		66		35.1	---
Apr.-June		4,649	4,862							
July		1,480	1,494		17.8		66		35.0	---
Aug.		1,477	1,390		17.6		66		34.6	---
Sep.		1,357	1,355		16.6		65		34.7	---
July-Sept.		4,314	4,239							
Season		17,786	18,163						35.8	---

1/ All canned juices other than orange, grapefruit, pineapple, prune and tomato. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 12.--MISCELLANEOUS CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons 1/

Period 2/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1959-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1959-61
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,532	1,487	1,449	10.9	10.9	111	109	33.9	34.0	34.7
Nov.	1,498	1,366	1,322	11.0	11.0	108	100	34.2	35.1	35.2
Dec.	1,508	1,404	1,326	11.2	10.9	106	103	34.4	35.1	35.1
Oct.-Dec.	4,538	4,257	4,097							
Jan.	1,864	1,634	1,467	13.0	12.5	113	104	33.7	34.6	34.9
Feb.		1,688	1,571		12.3		109		34.8	34.8
Mar.		1,812	1,609		12.1		119		34.6	34.8
Jan.-Mar.		5,134	4,647							
Apr.		1,885	1,764		13.7		109		34.5	34.6
May		2,230	2,031		14.9		119		33.9	33.9
June		2,124	2,166		14.6		115		33.7	33.8
Apr.-June		6,239	5,961							
July		2,060	2,021		14.5		112		33.2	33.4
Aug.		1,823	1,821		13.0		111		33.4	33.7
Sep.		1,727	1,709		11.9		114		33.8	33.9
July-Sept.		5,610	5,551							
Season		21,240	20,256						34.2	34.3

1/ All fruit drinks other than orange and pineapple-grapefruit. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 13.--TOTAL CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of		Purchase per		Prices paid per		
	1962-1963	1961-1962	Average 1957-61	families buying 1962-1963	families buying 1961-1962	buying family 1962-1963	buying family 1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	6,565	6,540	6,732	40.7	40.5	127	130	33.2	34.5	---
Nov.	6,561	6,172	6,495	42.1	40.5	123	122	33.3	34.7	---
Dec.	6,347	6,438	6,152	41.2	41.5	122	124	33.4	34.8	---
Oct.-Dec.	19,437	19,150	19,379							
Jan.	7,538	6,956	6,931	45.5	47.8	130	116	33.4	34.5	---
Feb.		6,974	6,940		44.3		126		34.4	---
Mar.		6,955	7,015		43.3		128		34.1	---
Jan.-Mar.		20,885	20,886							
Apr.		6,666	6,875		42.3		125		34.1	---
May		6,745	6,817		42.6		126		33.6	---
June		6,349	6,454		41.8		120		34.1	---
Apr.-June		19,760	20,146							
July		5,896	6,013		39.5		118		34.4	---
Aug.		5,855	5,892		38.4		121		33.7	---
Sep.		5,882	5,995		38.4		121		33.8	---
July-Sept.		17,633	17,900							
Season		77,428	78,311						34.2	---

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

Table 14.--TOTAL CANNED SINGLE-STRENGTH FRUIT DRINKS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of		Purchase per		Prices paid per		
	1962-1963	1961-1962	Average 1959-61	families buying 1962-1963	families buying 1961-1962	buying family 1962-1963	buying family 1961-1962	1962-1963	1961-1962	Average 1959-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	3,304	3,101	2,858	18.9	18.7	138	133	30.7	31.3	32.0
Nov.	2,905	2,736	2,577	17.5	18.2	131	121	31.7	32.2	32.8
Dec.	2,859	2,702	2,635	17.4	17.6	130	123	31.8	32.5	32.3
Oct.-Dec.	9,068	8,539	8,070							
Jan.	4,176	3,523	3,235	22.2	21.4	148	131	30.4	31.6	31.8
Feb.		3,505	3,362		20.5		136		31.8	31.9
Mar.		3,601	3,408		20.0		143		31.6	31.7
Jan.-Mar.		10,629	10,005							
Apr.		3,708	3,558		21.3		138		31.6	31.7
May		4,000	3,758		22.3		142		31.7	31.7
June		4,023	4,027		22.5		142		30.9	31.3
Apr.-June		11,731	11,343							
July		4,054	4,007		22.6		142		30.5	30.8
Aug.		3,506	3,486		20.0		139		30.8	31.1
Sep.		3,383	3,233		19.1		140		31.2	31.5
July-Sept.		10,943	10,726							
Season		41,842	40,144						31.4	31.7

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

Table 15.--REFRIGERATED CITRUS SALADS AND SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date 1/

Period 2/	Orange and Grapefruit Sections				Grapefruit Sections			
	Total	Proportion	Purchases	Prices	Total	Proportion	Purchases	Prices
	Purchases	of families	per buying	paid per	Purchases	of families	per buying	paid per
		buying	family	32-oz.		buying	family	26-oz.
				jar				jar
	1,000				1,000			
	Gallons	Percent	Ounces	Cents	Gallons	Percent	Ounces	Cents
Oct.	156	1.0	38.4	63.6	14	0.1	36.3	55.5
Nov.	182	0.9	46.9	60.0	15	0.1	33.9	57.5
Dec.	142	0.8	43.0	63.1	3/	---	---	---
Oct.-Dec.	480				29			
Jan.	151	0.8	47.5	66.2	9	0.1	41.8	61.3
Feb.								
Mar.								
Jan.-Mar.								
Apr.								
May								
Jun.								
Apr.-Jun.								
Jul.								
Aug.								
Sep.								
Jul.-Sep.								
Season								
Other Citrus Salads				Total Salads and Sections				
Total	Proportion	Purchases	Prices	Total	Proportion	Purchases		
Purchases	of families	per buying	paid per	Purchases	of families	per buying		
	buying	family	32-oz.		buying	family		
			jar					
	1,000				1,000			
	Gallons	Percent	Ounces	Cents	Gallons	Percent	Ounces	
Oct.	141	0.8	40.1	61.9	311	1.8	42.1	
Nov.	197	1.1	41.5	62.4	394	2.0	47.0	
Dec.	175	1.0	40.6	61.5	317	1.7	45.2	
Oct.-Dec.	513				1,022			
Jan.	135	0.9	34.6	62.5	295	1.7	42.4	
Feb.								
Mar.								
Jan.-Mar.								
Apr.								
May								
Jun.								
Apr.-Jun.								
Jul.								
Aug.								
Sep.								
Jul.-Sep.								
Season								

1/ These estimates, like all others in this report, are based on sample data, and are subject to sampling errors. Because of the small number of families buying refrigerated salads and sections, these estimates particularly should be used with caution.

2/ Data are for 4-week (28-day) periods to facilitate comparisons.

3/ Too few buyers to permit analysis.

Table 16.-- FRESH ORANGES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of		Purchase per		Prices paid per		
	families buying			buying family		Dozen				
	1962-1963	1959-1960	Average 1954-56	1962-1963	1959-1960	1962-1963	1959-1960	1962-1963	1959-1960	Average 1954-56
	1,000 Doz.	1,000 Doz.	1,000 Doz.	Percent	Percent	Oranges	Oranges	Cents	Cents	Cents
Oct.	12,888	22,954	28,570	15.3	25.5	18.4	21.7	62.4	52.6	44.2
Nov.	24,791	33,469	42,982	27.9	33.7	19.5	23.0	48.6	45.2	37.5
Dec.	42,444	48,925	57,708	41.5	44.4	22.4	27.4	49.4	43.4	37.9
Oct.-Dec.	80,123	105,348	129,260							
Jan.	27,332	48,506	51,049	31.8	43.0	18.8	27.5	67.3	45.9	39.9
Feb.		48,592	53,450		43.4		26.2		49.6	40.9
Mar.		42,941	50,259		40.6		25.6		51.8	43.0
Jan.-Mar.		140,039	154,758							
Apr.		35,817	48,090		36.7		22.4		53.7	44.8
May		29,927	43,252		31.8		22.8		51.3	47.4
June		21,441	31,128		23.9		20.9		54.2	47.8
Apr.-June		87,185	122,470							
July		14,214	26,665		14.8		22.0		54.6	45.4
Aug.		11,182	23,266		12.1		21.7		56.5	45.2
Sep.		12,916	22,788		13.6		21.6		54.1	46.2
July-Sept.		38,312	72,719							
Season		370,884	479,207						50.0	42.6

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

Table 17.--FRESH GRAPEFRUIT: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1962 to date with comparisons

Period 1/	Total purchases			Proportion of		Purchase per		Prices paid per		
	families buying			buying family		Grape-fruit		Dozen		
	1962-1963	1959-1960	Average 1954-56	1962-1963	1959-1960	1962-1963	1959-1960	1962-1963	1959-1960	Average 1954-56
	1,000 Doz.	1,000 Doz.	1,000 Doz.	Percent	Percent	Grape-fruit	Grape-fruit	Cents	Cents	Cents
Oct.	5,796	7,632	5,288	17.1	22.1	7.4	8.0	96.5	93.0	96.8
Nov.	10,570	10,234	10,141	24.7	25.6	9.4	9.2	87.4	86.1	82.4
Dec.	11,349	11,023	11,968	23.7	25.1	10.5	10.6	88.4	83.4	78.5
Oct.-Dec.	27,715	28,889	27,397							
Jan.	9,217	13,533	13,633	21.2	28.9	9.5	11.0	106.2	83.9	77.4
Feb.		14,486	15,882		29.5		12.0		82.6	74.3
Mar.		14,106	15,092		29.1		11.8		85.2	77.7
Jan.-Mar.		42,125	44,607							
Apr.		11,086	13,100		23.8		11.0		94.1	82.1
May		6,769	9,571		18.2		9.1		107.3	91.5
June		3,422	5,334		10.8		7.6		116.3	99.9
Apr.-June		21,277	28,005							
July		1,669	2,671		5.4		7.0		119.4	105.9
Aug.		1,221	1,514		3.7		7.4		126.8	111.4
Sep.		1,156	1,691		3.7		7.2		129.7	112.7
July-Sept.		4,046	5,876							
Season		96,337	105,885						90.5	83.0

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

Table 18.--Prices paid by consumers per 6-ounce serving of juices and canned single-strength fruit drinks, October 1961 to date ^{1/}

Month and Year ^{2/}	Frozen concentrated juices			Chilled orange juice			Canned single-strength fruit drinks										Average		
	Cents			Cents			Cents										Cents		
	Orange	Miscellaneous	all juices	Orange	Miscellaneous	all juices	Orange	Grapefruit	Pineapple	Prune	Tomato	Miscellaneous	Average	Orange	Pineapple	Miscellaneous	Average	all juices	all juices
<u>1961-62</u>																			
October	5.0	4.8		7.5			5.7	3.7	3.6	8.2	3.5	4.8	4.5	4.2	3.6	4.4	4.1	4.7	
November	5.0	4.8		7.6			5.5	3.8	3.6	8.2	3.6	4.8	4.5	4.3	3.6	4.6	4.2	4.8	
December	5.0	4.8		7.7			5.6	3.7	3.7	8.2	3.6	4.8	4.5	4.3	3.7	4.6	4.2	4.8	
January	4.8	4.6		7.4			5.3	3.6	3.6	8.0	3.7	4.8	4.5	4.2	3.6	4.5	4.1	4.6	
February	4.5	4.7		7.2			5.2	3.6	3.7	8.2	3.6	4.7	4.5	4.3	3.5	4.5	4.2	4.6	
March	4.4	4.6		7.3			5.1	3.6	3.6	8.2	3.5	4.7	4.4	4.2	3.5	4.5	4.1	4.5	
April	4.1	4.6		7.1			4.9	3.6	3.6	8.3	3.7	4.7	4.4	4.1	3.5	4.5	4.1	4.4	
May	4.1	4.6		6.6			4.8	3.6	3.6	8.3	3.6	4.5	4.4	4.1	3.6	4.4	4.1	4.3	
June	4.1	4.5		6.4			4.7	3.5	3.6	8.2	3.7	4.6	4.4	4.0	3.4	4.4	4.0	4.3	
July	4.1	4.4		6.6			4.8	3.6	3.8	8.2	3.7	4.6	4.5	3.9	3.4	4.3	4.0	4.3	
August	4.1	4.6		6.8			4.7	3.5	3.8	8.2	3.6	4.5	4.4	3.9	3.5	4.4	4.0	4.3	
September	4.0	4.6		6.8			4.7	3.5	3.8	8.1	3.6	4.5	4.4	4.0	3.5	4.4	4.1	4.3	
Season	4.4	4.6		7.1			5.1	3.6	3.7	8.2	3.6	4.7	4.5	4.1	3.5	4.5	4.1	4.5	
<u>1962-63</u>																			
October	4.0	4.6		7.0			4.6	3.5	3.7	7.9	3.4	4.7	4.3	4.0	3.5	4.4	4.0	4.3	
November	4.0	4.6		6.8			4.7	3.5	3.9	8.0	3.4	4.6	4.3	4.1	3.6	4.5	4.1	4.3	
December	3.9	4.5		6.8			4.4	3.4	3.8	8.0	3.5	4.6	4.4	4.1	3.6	4.5	4.2	4.3	
January	5.3	4.6		7.5			4.8	3.9	3.7	8.0	3.5	4.7	4.4	4.0	3.4	4.4	4.0	4.7	
February																			
March																			
April																			
May																			
June																			
July																			
August																			
September																			
Season																			

^{1/} Based on prices paid per specified size of container: frozen concentrated juices, 6-ounce; chilled orange juice and prune juice, 32-ounce; all others, 46-ounce. ^{2/} Data are for 4-week (28 day) periods to facilitate comparisons.

Table 19.--Consumer expenditures for juices and canned single-strength fruit drinks, October 1961 to date 1/

Month and Year 2/	Frozen concen- :trated juices :			Canned single-strength juices								Canned single-strength fruit drinks :				All juices & fruit drinks
	Chilled:															
	Orange	Miscel- laneous	juice	Orange	Grape- fruit	Pine- apple	Prune	Tomato	Miscel- laneous	Total	Orange	Pine- apple	Miscel- laneous	Total		
	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	
1961-62																
October	24,555	2,781	4,024	2,289	2,086	3,243	3,723	4,530	5,344	21,215	1,376	2,985	4,748	9,109	61,684	
November	23,020	2,590	3,995	2,286	1,774	3,034	3,613	4,528	4,894	20,129	1,228	2,551	4,503	8,282	58,016	
December	24,317	2,606	3,943	2,344	2,123	3,389	3,722	4,586	4,894	21,058	1,303	2,326	4,628	8,257	60,181	
January	26,687	3,055	3,923	2,624	2,287	3,283	4,037	5,119	5,187	22,537	1,990	3,150	5,310	10,450	66,652	
February	25,275	2,741	4,189	2,681	2,149	3,153	4,114	5,410	5,014	22,521	1,789	3,151	5,517	10,457	65,183	
March	24,450	3,160	3,897	2,643	2,204	3,421	4,130	4,894	4,967	22,259	1,625	3,159	5,888	10,672	64,438	
April	22,262	2,908	3,828	2,592	1,911	3,235	3,729	4,759	5,123	21,349	1,963	2,924	6,107	10,994	61,341	
May	21,422	2,862	3,987	2,544	1,815	3,164	3,828	4,783	5,180	21,314	1,911	2,893	7,100	11,904	61,489	
June	20,085	2,788	3,882	2,478	1,996	2,871	3,740	4,178	5,090	20,353	1,856	3,097	6,722	11,675	58,783	
July	19,393	2,915	3,796	2,030	1,756	2,768	3,607	3,996	4,865	19,022	2,095	3,107	6,423	11,625	56,751	
August	20,342	2,403	3,487	2,145	1,916	2,367	3,390	3,938	4,799	18,555	1,736	2,696	5,718	10,150	54,937	
September	22,398	2,753	3,674	2,008	1,799	2,588	3,701	4,156	4,422	18,674	1,686	2,731	5,482	9,899	57,398	
Season	274,206	33,562	46,625	28,664	23,816	36,516	45,334	54,877	59,779	248,986	20,558	34,770	68,146	123,474	726,853	
1962-63																
October	22,790	2,621	4,228	2,497	1,911	2,759	3,751	4,891	4,640	20,449	1,767	2,885	4,877	9,529	59,617	
November	22,621	2,496	4,093	2,276	1,767	2,676	3,741	5,370	4,678	20,508	1,432	2,401	4,811	8,644	58,362	
December	24,165	2,581	4,359	2,232	1,897	2,812	3,675	4,535	4,750	19,901	1,453	2,208	4,872	8,533	59,539	
January	23,020	3,987	4,591	2,670	2,018	3,720	3,955	5,921	5,313	23,637	2,091	3,925	5,899	11,915	67,150	
February																
March																
April																
May																
June																
July																
August																
September																
Season																

1/ Based on prices paid per specified size of container: frozen concentrated juices, 6-ounce; chilled orange juice and prune juice, 32-ounce; all others, 46-ounce. 2/ Data are for 4-week (28 day) periods to facilitate comparisons.

Table 21.--SUMMARY: Volume and distribution of consumer purchases, percentage of families buying, and average price paid for citrus fruit, juices, drinks, and other products, January 1963 with comparisons 1/

Commodity	Total purchases			Proportion of families buying			Purchase per buying family						Average price paid	
	Volume			Share of market			Average size						per month	
	Jan. 1963	Jan. 1962	Change	Jan. 1963	Jan. 1962	Jan. 1963	Jan. 1963	Jan. 1962	Jan. 1963	Jan. 1962	Jan. 1963	Jan. 1962	Unit	Jan. 1963 : 1962
FROZEN CONCENTRATED JUICES	1,000	1,000		Pct.	Pct.	Pct.	No.	Ozs.	Ozs.	Ozs.	Ozs.	Ozs.	Ozs.	Cents
Orange	5,066	5,584	23	30.4	39.1	28.2	2.0	21.5	24.7	41.9	49.8	6	21.3	19.0
Miscellaneous	1,027	770	33	6.1	4.6	---	---	17.6	16.9	---	---	6	18.2	18.6
Total	6,093	7,354	17	36.5	43.7	---	---	---	---	---	---	*	5.2	4.8
CHILLED ORANGE JUICE	2,884	2,489	16	4.3	3.7	6.4	2.4	43.2	40.6	105.4	103.7	32	39.8	39.4
CANNED SINGLE-STRENGTH JUICES:	1,000	1,000										*	7.5	7.4
Orange	779	690	13	3.9	3.5	6.6	1.6	58.7	54.0	93.2	87.4	46	36.5	40.5
Grapefruit	726	876	17	3.7	4.4	5.8	1.4	69.0	76.7	98.3	110.1	46	29.6	27.8
Pineapple	1,385	1,262	10	7.0	6.3	10.9	1.4	72.7	72.6	100.4	100.1	46	28.6	27.7
Prune	693	697	1	3.5	3.5	7.1	1.8	42.5	43.7	76.8	79.7	32	42.7	42.9
Tomato	2,379	1,926	24	12.0	9.7	19.0	1.5	66.8	60.1	98.5	91.8	46	26.5	28.3
Miscellaneous	1,576	1,505	5	8.0	7.5	17.9	1.8	39.1	39.9	69.1	68.4	46	35.9	36.7
Total	7,538	6,956	8	38.1	34.9	45.5	2.3	55.8	54.7	130.2	116.0	*	4.4	4.5
CANNED SINGLE-STRENGTH FRUIT DRINKS:														
Orange	723	656	10	3.7	3.3	4.6	1.5	85.9	76.7	124.8	115.4	46	30.8	32.3
Pineapple-grapefruit	1,589	1,233	29	8.0	6.2	9.7	1.4	91.8	89.7	128.9	125.8	46	26.3	27.2
Miscellaneous	1,864	1,634	14	9.4	8.2	13.0	1.7	64.7	61.2	113.0	103.8	46	33.7	34.6
Total	4,176	3,523	19	21.1	17.7	22.2	1.9	76.8	71.6	148.0	131.1	*	4.0	4.1
TOTAL JUICES & DRINKS 3/	19,789	19,930	1	100.0	100.0	---	---	---	---	---	---	*	4.7	4.6
CANNED GRAPEFRUIT SECTIONS	228	252	10	---	---	3.8	1.4	37.7	38.9	52.4	55.5	16	21.3	19.9
REFRIGERATED PRODUCTS:	1,000	1,000												
Orange & grapefruit sec.	151	---	---	---	---	.8	1.4	33.2	---	47.5	---	32	66.2	---
Grapefruit sections	9	---	---	---	---	.1	1.1	36.4	---	41.8	---	26	61.3	---
Other citrus salads	135	---	---	---	---	.9	1.3	27.2	---	34.6	---	32	62.5	---
Total	295	---	---	---	---	1.7	1.4	30.2	---	42.4	---	---	---	---
FRESH CITRUS FRUIT: 4/	1,000	1,000										Doz.		
Oranges	27,332	48,506	44	---	---	31.8	1.8	10.4	13.1	18.8	27.5	1	67.3	45.9
Grapefruit	9,217	13,533	32	---	---	21.2	1.8	5.3	5.8	9.5	11.0	1	106.2	83.9

1/ Data are for 4-week (28-day) periods. 2/ Equivalent cases 24 No. 2 cans...432 ounces per case, except 480 ounces for grapefruit sections. 3/ Includes single-strength equivalent of frozen concentrates and case equivalent of chilled orange juice. 4/ Comparative data as of January 1960. * Per 6-ounce serving.

CONSUMER PURCHASES OF JUICES AND CANNED FRUIT DRINKS

Equivalent Single-Strength Cases of 24 No. 2's

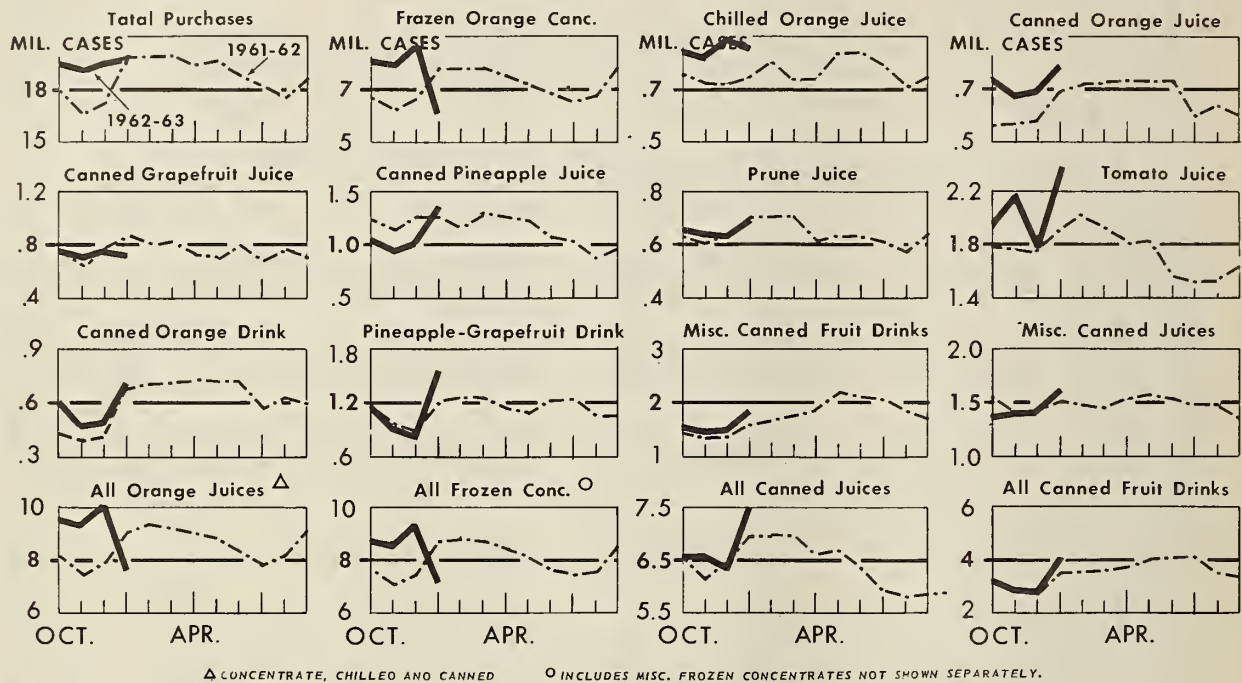


Figure 11

U. S. DEPARTMENT OF AGRICULTURE

ECONOMIC RESEARCH SERVICE

PERCENTAGE OF FAMILIES BUYING CITRUS AND OTHER PRODUCTS

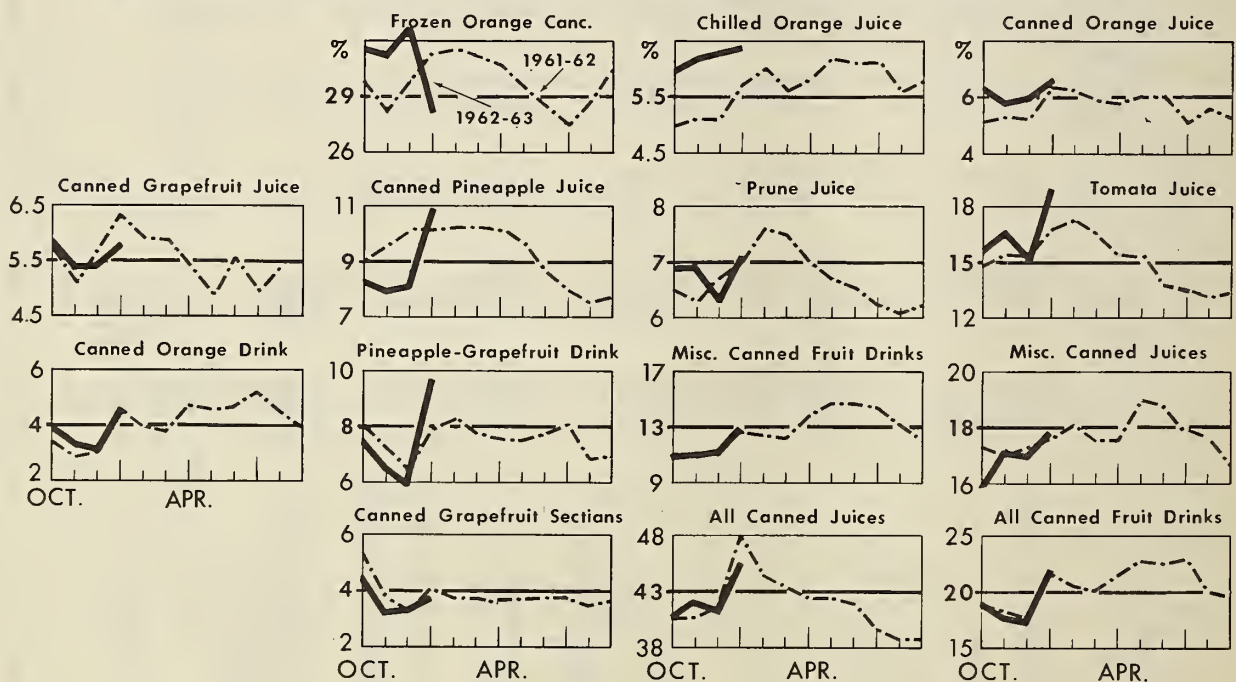


Figure 12

U. S. DEPARTMENT OF AGRICULTURE

NEG. ERS 1188

ECONOMIC RESEARCH SERVICE

SHARE OF HOUSEHOLD MARKET—JUICES AND CANNED FRUIT DRINKS

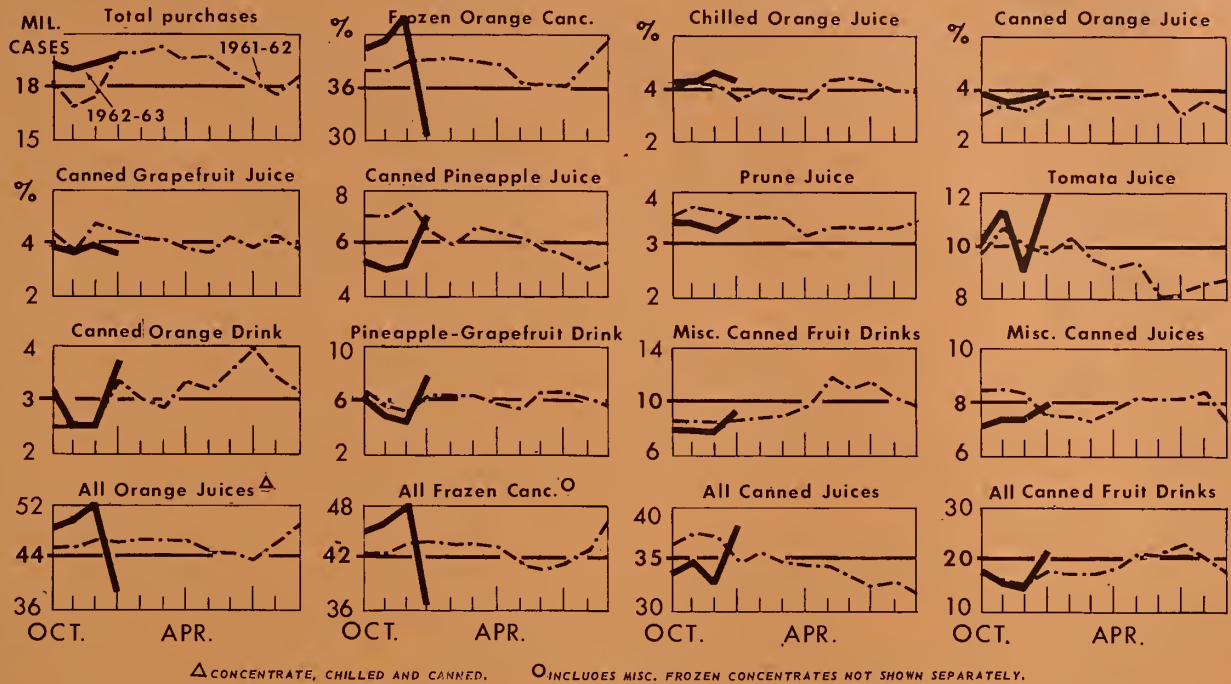


Figure 13

U. S. DEPARTMENT OF AGRICULTURE

ECONOMIC RESEARCH SERVICE

CONSUMER EXPENDITURES FOR JUICES AND CANNED FRUIT DRINKS BASED ON PRICES PAID FOR USUAL SIZE OF CAN

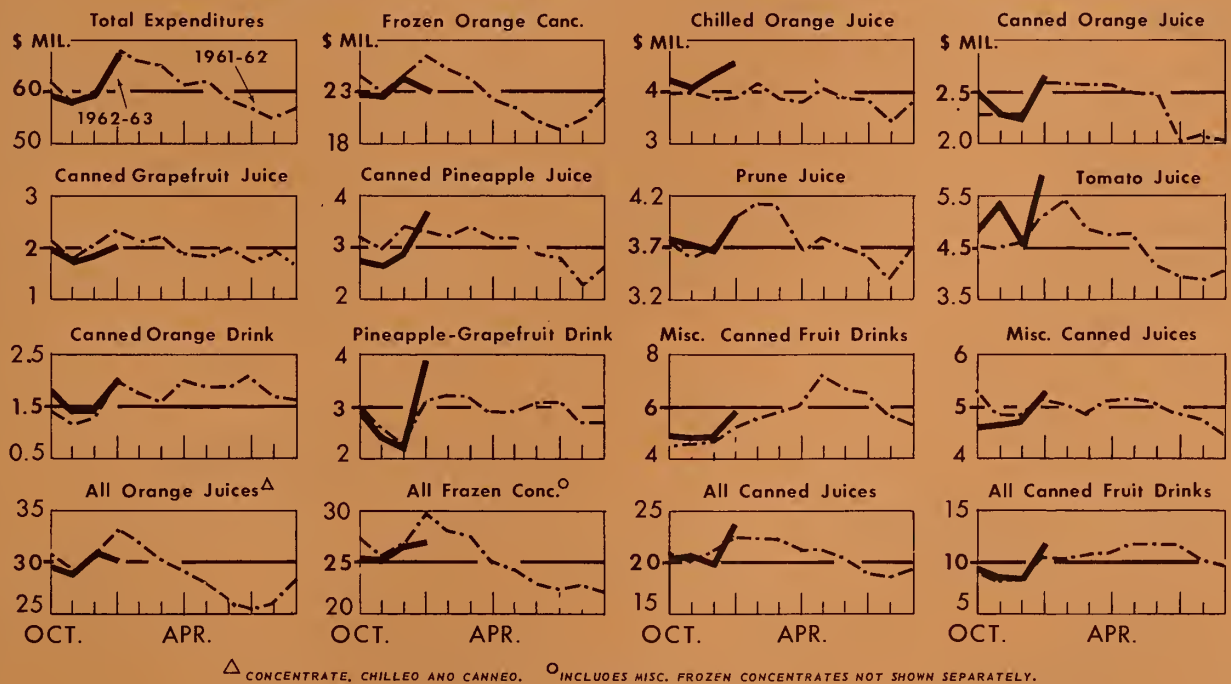


Figure 14

U. S. DEPARTMENT OF AGRICULTURE

ECONOMIC RESEARCH SERVICE

UNITED STATES DEPARTMENT OF AGRICULTURE

WASHINGTON 25, D. C.

Official Business

POSTAGE AND FEES PAID
U. S. DEPARTMENT OF AGRICULTURE